

The Mission Statement. The Vision Commitment.

Our mission is to be one of the leading and most respected multi-brand luxury and fashion accessory Groups.

Committing to a wholesome understanding of luxury that transcends categorical borders and emotional dimensions, we strive to illuminate the consumer market with a deeper sense of luxury with breadth and depth through our embracement of tradition and values, and execution of strategic integration and marketing expertise.

United under the common aim of providing satisfaction and quality of life to our customers, our employees are empowered to produce a quality beyond expectations and take pride in continuously improving our products and services. Backed by our commitment and fuelled by innovation, we strive to fulfil our mission for the enhancement of shareholder value.

To achieve our mission, we employ the following fundamental corporate strategies:

Intelligent Globalization: “Think Global, Act Local”

To harmonize the seemingly paradoxical dual emphasis of international appeal of brands and products and their cultural adaptation, culturally-sensitive marketing and distribution strategies need to be deployed to achieve lasting success.

Related Diversification: “Core Competences”

Focusing on engineering portfolio of timepieces, jewelry, and leather/lifestyle accessories, we capitalize on our strengths, from which our limitless potential unleashes.

Balanced Expansion: “Organic Growth and Strategic Participation/Acquisition”

The synergy from strategic alliances help us realize continuous growth and market expansion. Our vision is clear: to take you on a journey, from which you will be taken to new heights, enlightened by new perspectives, and reaching endless checkpoints of satisfaction.

STRATEGIES.
ACHIEVEMENTS.
VALUES.